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One of the fastest growing national food movements is holding kick-off meetings across Massachusetts and we want you to be a part of it.

[Food Day](#) is a national campaign for healthy, affordable, and fairly produced food, and it's back and stronger than ever!

The 3<sup>rd</sup> annual Food Day will take place on **October 24, 2013** and the **Massachusetts Department of Agricultural Resources** will spearhead statewide organizing and we're beginning our organizing with you! We are now planning [round 2 of regional meetings](#) for information and networking (dates below).

#### **What happened on Food Day 2012?**

Last year, **Massachusetts led the country with the number of events** (over 500). We were blown away by the level of engagement and diversity of varied activities throughout Massachusetts, including community potlucks, food drives, compelling food discussions and forums held at universities, as well as activities held at over 200 schools, and participation as well as official proclamations **by Governor Patrick and Mayor Menino**.

Check out our newly released [Food Day 2012 Report](#) for highlights of what was accomplished here in Massachusetts and around the country. The report has many ideas to share and/or borrow! And for those who "*do this every day*", Food Day is a **great opportunity** to build on the current work you and local organizations do—just on a bigger "stage", as part of a growing network, to reach more Massachusetts residents!

#### **Why Food Day?**

Food Day aims to transform the "American Diet". It's Time for America to Eat Real! All Americans—regardless of their age, race, income or geographic location—should be able to select healthy diets and avoid obesity, heart disease, and other diet related conditions.

#### **Food Day Priorities:**

- [Promote safer, healthier diets](#)
- [Support sustainable and local farms](#)
- [Reduce hunger and increase access to healthy food](#)
- [Support fair working conditions for food and farm workers](#)

Food Day 2013 planning meetings are bringing together last year's participants, as well as new partners, to brainstorm and share ideas for you or your group's participation on October 24 (or the days around it). Your participation at these planning meetings will help us shape the Food Day 2013 campaign.

**The kick-off meetings will address how you want Food Day to take place locally;** ways to build off last year's activities, identify key groups and priorities to target, and how your organization can use Food Day to promote [your current work](#) for a sustainable food system in Massachusetts. Get involved and make a difference!

Community engagement throughout the state is crucial to truly have a grassroots impact, so we hope you will join us to learn, network, share your thoughts, and join in the coalition that is leading the charge for healthy, sustainable, and affordable food in your state. Please RSVP [rose.arruda@state.ma.us](mailto:rose.arruda@state.ma.us) if you plan to attend a meeting for Food Day 2013!

**Western Mass**      **June 13, 5:30-6:30 pm, Amherst, MA, 101 University Drive, Amherst, MA (MDAR Office, 3<sup>rd</sup> floor)**

**Lowell, Mass**      **June 13, 3:00-5:00 pm, Lowell City Hall (2<sup>nd</sup> Floor, Mayor's Reception Room), 375 Merrimack St., Lowell, MA**

**Berkshire County**      **June-TBD, Great Barrington/Williamstown/Pittsfield - Details will be finalized by 6/7, (please email for the details and to rsvp)**

\*\*\*If you would like a meeting in your town or city for the next round of meetings, send an email to [Rose.Arruda@state.ma.us](mailto:Rose.Arruda@state.ma.us).